

From
the West's newest refinery
soon will come America's
most advanced gasoline



Richfield soon will complete a \$40,000,000 installation of advanced refining equipment that will make the Richfield refinery the most modern in the West.

Located in the vast 540-acre main plant, these new facilities bring to the West the newest processes known to science for improving the quality and enriching the performance of gasoline.

Heart of the new installation is a towering fluid catalytic cracking unit as tall as a 16-story building. Coupled with special Richfield conversion processes, this unit will make possible a 20% increase in the recovery of gasoline from each barrel of crude oil... a vital step in conserving one of our country's most precious natural resources.

This and other exclusive new methods of production will enable Richfield to continue to meet the growing needs of the West for ever-finer petroleum products.

Within weeks, the product of this great refinery will be announced—a new gasoline so far advanced that we can and will guarantee that it will out-perform any gasoline now being produced and that it is the "most advanced automotive gasoline in America."

AGAIN...YEARS AHEAD

RICHFIELD

